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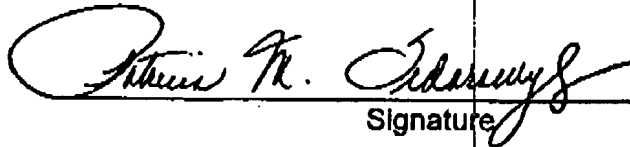
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Mail Stop Amendment

ATTACHED: AMENDMENT AND RESPONSE TO OFFICE ACTION
(7 Pages)

CUSTOMER NO.: 24498

Serial No.: 09/868,254

Docket No.: RCA 89,185

Art Unit: 2623

Examiner: Rueben M. Brown

TOTAL NUMBER OF PAGES INCLUDING THIS SHEET: 8

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CUSTOMER NO.: 24498
Serial No.: 09/868,254
Office Action dated: 04/06/07
Response dated: 07/03/07

PATENT
RCA 89,185

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Hugh B. Morrison et al.
Serial Number: 09/868,254
Filing Date: June 15, 2001
Title: METHOD FOR SELECTING A PROGRAM DISPLAYED IN
AN ADVERTISEMENT IN AN APPLICATION SOFTWARE
PROGRAM
Art Unit: 2623
Examiner: Rueben M. Brown

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
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Sir:

In response to the Office Action dated April 6, 2007, for which a response is due by July 6, 2007, please enter the following amendments and remarks/arguments in the above-referenced application.

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.